Provider Behavior Change Implementation Kit

Changing the Behavior of Community Health Workers and Facility Based Providers

August 2016

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HEALTH COMMUNICATION CAPACITY COLLABORATIVE

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Using SBCC to Change Provider Behavior and Improve Client Outcomes

Understand and prioritize barriers healthcare providers face; identify whether those barriers can be addressed by a social and behavior change communication (SBCC) approach; and develop an SBCC intervention to influence attitudes, beliefs and norms that undermine providers' willingness and ability to perform their jobs well.

What Is Provider Behavior Change?

Providers play a crucial role in the health system, especially because of their regular interactions with clients. Provider behavior toward clients is influenced by many factors, such as values, social norms, supervision, skills, knowledge, and structural context. Provider Behavior Change seeks to positively influence provider behavior by addressing those factors and providing solutions for improvement. This I-Kit focuses on the role social and behavior change communication (SBCC) can play in changing provider behavior by placing providers as the *audience* for SBCC.

What Is the Purpose of This I-Kit?

This I-Kit provides step-by-step guidance on using SBCC to change provider behavior, and thereby improve client outcomes.

The I-Kit is designed to help you understand factors that influence provider behavior, design an assessment to understand the specific barriers your providers face, and develop an SBCC intervention to address those barriers.

Who Is This I-Kit for?

The I-Kit is intended for anyone working with and interested in changing provider behavior and improving services. This may include service delivery and SBCC program managers and designers.

How to Use This I-Kit

This I-Kit is divided into four main sections:

1. Learn

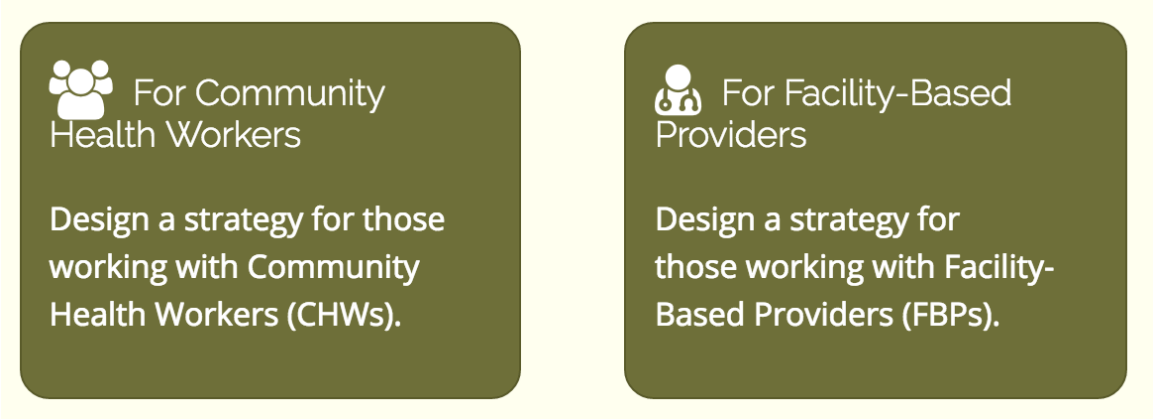
Review background and key concepts on providers, the factors that influence them and how SBCC can be used to address those factors.

2. Assess

Identify and prioritize barriers to quality service provision. Design a tailored assessment using the step-by-step process in the Provider Needs Assessment. Or, use data you have already collected and frame the results using the Needs Summary Table.

3. Determine

Determine whether SBCC is appropriate for addressing the prioritized barriers.

4. Design

Design an SBCC intervention to change provider behavior. Use the step-by-step SBCC strategy guidance to address the motivational factors identified.